

## ABSTRACT

Systems and methods of distributing multimedia marketing content and collecting marketing data by generating a plurality of autoloading storage devices, providing a multimedia content serving system, sending the storage devices to remote users, causing automatic linking through a network between remote users and the content serving system, updating the static content of a remote user's storage device such as a CD-ROM or DVD by passing variable data, text, pictures, audio and video through a Local-Area Network or Wide-Area Network such as the Internet and to join that data to the contents of the CD-ROM or DVD in a seamless manner to the CD-ROM or DVD user. Further systems and methods for embedding data collection on a storage device such as a CD-ROM or DVD that is used to pass information through a Local-Area Network or Wide-Area Network, such as the Internet. The data collection forms or variable data are stored on the CD-ROM or DVD in a computer software program. The information from the forms or variable data is received through a network such as the Internet at a central storage media and merged into a database.